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The Data Entry Management Association, P.O. Box 3231, Stamford, CT. 06905 • 203-322-1166

Attention: Data Entry Professional

101
DATA ENTRY MANAGER
PO BOX 128
SWARTHMORE PA 19081

**5TH ANNUAL
DATA ENTRY
MANAGEMENT
CONFERENCE**

**CAESAR'S
PALACE
LAS VEGAS**

**SEPT.
14, 15, 16,
1981**

June 81

**REDUCING
DATA ENTRY
COSTS**

**WHILE IMPROVING
PRODUCTIVITY
& QUALITY.**

Key-disc
Distributed
On-line
OCR
Voice
OMR
Handprint
Word Processing
Portable Devices
Source Data Entry
Multi-functional
Training Aids
Motivation
Incentive Systems
Standards
Stress Reduction
Reducing Response Delay
Quality Control Circles
Communications
Solving People Problems
Hardware Conversions
Programming For Data Entry

DEMA

DATA ENTRY CONFERENCE

COSTS ARE UP. PRODUCTIVITY IS DOWN.

This year's Data Entry Management Conference is devoting three days to reversing that situation. You'll learn about the latest, most cost-effective technology and management techniques—the ones that can make your department more efficient and effective. You'll also have the opportunity to exchange ideas and information with the largest group of data entry professionals ever assembled under one roof.

■ **REDUCE** your data entry costs

■ **INCREASE** your department's productivity

■ **IMPROVE** the quality of the data produced

■ **EXCHANGE** ideas with other data entry professionals

■ **SEE** the latest in data entry equipment

■ **GROW** as a data entry professional

LAST YEAR'S CONFERENCE

was the biggest and best yet. Here's what a few of the attendees had to say about it:

"A great learning experience... I came away with ideas to help improve not only my job and my company but also myself."
—Vicki Allen—Midland Federal Savings and Loan

"Fantastic"—Merrilea King—Sun Life of Canada

"DEMA still provides the best management and data processing conference to be found and the only one that totally meets the needs of those involved in data entry."—Barbara Bradley—Spring Mills, Inc.

"Excellent. There is something for each attendee."—Ken C. Frisbie—The Upjohn Company

THIS YEAR'S CONFERENCE

Learn how a large data entry shop with 90 operators maintains an average of 15,000 strokes per hour.

Make your department multi-functional with word processing, data entry and data processing.

Improve your managerial skills to obtain higher productivity, greater accuracy and happy, satisfied operators.

Find out where data entry fits in the Office of the Future.

Expand your ability to control the accuracy of distributed data entry.

Reduce costs by focusing on collecting data at the source: handprint, voice, portable devices, OCR, OMR, image processing, factory data collection systems, etc.

Data entry is considered to be one of the most stressful professions, resulting in health problems, absenteeism and high turnover. You can learn to reduce stress.

Learn about data entry incentive programs. One manager recently stated that after last year's conference he installed an incentive system that resulted in increasing productivity 29% and saved his company over \$200,000.

THE 1981 CONFERENCE

offers you a chance to share and learn, hear the industry's experts, view the latest equipment, and participate directly in a wide variety of workshops.

EQUIPMENT EXHIBITS

The very latest in data entry equipment and services will be on display. You'll get a hands-on introduction to the most advanced technologies.

PANEL DISCUSSIONS

EXECUTIVE FORUM—Presidents and senior officers from some of the country's major data entry equipment companies will answer your questions for reducing costs and improving productivity.

EMPLOYEE PARTICIPATION PROGRAMS—Getting your employees involved in solving your data entry problems is essential for improving productivity. QC Circles, incentive plans, and other ideas will be discussed.

SOURCE DATA ENTRY
Capturing data at its source represents both a challenge and an opportunity for data entry managers. You'll hear about portable data entry, OCR, OMR, handprint, and voice data entry.

THE OFFICE OF THE FUTURE
—New technology will bring change to our profession at an increasingly fast pace. The panel will take a look at what tomorrow might bring and what role today's data entry manager will play in the office of the future.

MEET-THE-EXPERT ROUNDTABLES

Here's a unique opportunity to meet with the speakers, vendors, and other industry experts and discuss issues of importance to you.

SESSIONS AND WORKSHOPS

NEW DATA ENTRY TECHNOLOGY
Voice—a powerful new medium
Latest developments in OMR and OCR
Integrating word processing and data entry
New breakthroughs in handprint data entry

How to evaluate and select equipment
Data entry in the Office of the Future

IMPROVING PRODUCTIVITY

Increasing productivity and quality
Designing the environment for productivity
Being productive and happy at the same time
On-line: solving the response delay problem
Staffing: new approaches
How to install an incentive system
How to measure productivity
The human factors in data entry
The key to getting and keeping top talent

MANAGEMENT AND COMMUNICATIONS

Breaking the barriers to better communications
Motivating yourself and your staff
People building through career pathing
Using performance reviews effectively
How to install QC Circles
Developing perceptual skills
Putting the job description to work
The performance contract
Programming for productivity
Developing an effective training program
Effective writing for effective management
Overcoming stress—the holistic approach
Improving your speaking skills

DISTRIBUTED DATA ENTRY

Future directions for distributed processing
Controlling quality in distributed data entry
Balancing distributed and centralized data entry
Organizing for distributed processing

FREE



An essential tool back on the job: a record of the proceedings of forty-five sessions and workshops. Free to all attendees.

AGENDA

MONDAY

14TH

8:00-10:00 REGISTRATION

10:00 CONFERENCE OPENS: PRESIDENT'S INTRODUCTION TO THE CONFERENCE

Norman Bodek—*President, DEMA*

11:00 KEYNOTE ADDRESS REDUCING COSTS AND IM- PROVING PRODUCTIVITY AND QUALITY IN DATA ENTRY

William G. Moore—*Vice President of
Computer Operations, Perkin-Elmer*

11:45 OPENING COMMUNICA- TIONS: WHAT'S CLEAR TO YOU —IS VERY CLEAR—TO YOU!

Keith Krewson—*Director of Indus-
trial Relations and Management
Training, The Foxboro Company*

12:30 LUNCHEON

2:00 CONCURRENT SESSIONS

2-A MANAGING STRESS FOR GREATER PRODUCTIVITY

Matthew Budd, M.D.—*Assistant
Professor of Medicine, Harvard
Medical School*

Data entry is one of the most stress-
ful jobs. Here are some practical
techniques for handling stress.

2-B ORGANIZING AND CON- TROLLING DISTRIBUTED DATA ENTRY

Bruce Wright—*President Wright
Associates*

Decentralizing data entry requires
a new organization for controlling
accuracy.

2-C REDUCING COSTS THROUGH A MULTI- FUNCTIONAL DATA ENTRY DEPARTMENT

Neal Dempsey III—*Vice President,
Marketing Harris Communications*
Expanding data preparation to
include data processing, word

4-D DATA ENTRY AND THE OFFICE OF THE FUTURE

Where will data entry—and you—be
in the future? Experts give their
views of how new technology will
affect the industry.

10:15 REFRESHMENT BREAK

10:45 CONCURRENT SESSIONS

5-A CASE STUDY: INCREASING PRODUCTIVITY THROUGH QUALITY CONTROL CIRCLES, NUMBER SKILLS, AND KEYTRAINER PROGRAMS

John Chambers—*Vice President
Bank of America*

5-B SOLVING THE RESPONSE DELAY PROBLEM IN ON-LINE DATA ENTRY

Connie Galley—*Product Manager
TSI International*

5-C PERFORMANCE CON- TRACTING: SERVICE GOALS VS. COST BUDGETS

Robert Aglialoro—*Vice President
Chase Manhattan Bank, N.A.*

Negotiating to match the goals of
the user with constraints on the D/E
department's budget.

5-D MANAGING TODAY'S EMPLOYEES FOR GREATER PRODUCTIVITY

Jim Messerschmitt—*Vice President
EDS Services*

5-E WORD PROCESSING AND DATA ENTRY

Bruce Wright—*President, Wright
Associates*

How to make the new combination
work.

5-F AN INCENTIVE PLAN FOR DATA ENTRY

Aurora Zitzer—*Manager-Order
Processing, Aparacor Company*

5-G USING OMR TO INCREASE DATA ENTRY PRODUCTIVITY

Peter Kozachok—*Vice President
National Computer Systems*

5-H PERFORMANCE REVIEWS AND JOB DESCRIPTIONS

Robert O'Hare—*President
O'Hare & Company*

5-I CONSIDERING THE HUMAN FACTOR IN DESIGNING DATA ENTRY SYSTEMS

Dr. Michael J. Smith—*National
Institute of Occupational Safety and*

6-H SETTING STANDARDS AND USING INNOVATIVE METHODS OF STAFFING, TRAINING, AND HIRING TO REDUCE DATA ENTRY COSTS

Lawrence Bresnahan—*Vice
President, Advanced Automations
Associates*

6-I IMPROVING YOUR WRIT- ING AND SPEAKING SKILLS

Caryl Winter—*President
Presentations with Impact*

Learn how you can become a better
writer and public speaker.

6-J MINI FORUM: CASE STUDIES

Data Entry Managers report on how
they reduce costs and improve
productivity and quality in their
operations.

2:45 REFRESHMENT BREAK

3:15 MEET-THE-EXPERT ROUNDTABLES

4:30 DEMA ANNUAL BUSINESS MEETING FOR MEMBERS

WEDNESDAY

16TH

8:30-4:00 EQUIPMENT EXHIBIT OPEN

9:00 GENERAL SESSION WHERE DATA ENTRY FITS IN THE OFFICE OF THE FUTURE

John Hale—*President, Inforex, Inc.*

10:00 REFRESHMENT BREAK

11:00 CONCURRENT SESSIONS

9-A MOTIVATION: LEARNING TO USE MANAGEMENT'S MOST POWERFUL TOOL

Paul Banks—*Manager-Productivity
Improvement, Bank of America*

9-C DESIGNING THE PHYSICAL ENVIRONMENT FOR BETTER DATA ENTRY PRODUCTIVITY

John Taylor—*Manager-ICM
Processing, Bell Canada*
Layout, lighting, decor, and work
station design are important factors
in improving efficiency.

9-D SOURCE DATA CAPTURE

Leo McMann—*Director-Data
Systems and Production, Burlington
Northern*

How to use decentralized data
entry and still keep accuracy and
quality at high levels.

9-E IMPROVING PRODUC- TIVITY THROUGH SYSTEMS DESIGN

Barbara Bradley—*Data Entry Sys-
tems Consultant, Spring Mills, Inc.*

9-F DEVELOPING THE OPERATOR'S PERCEPTUAL SKILLS

Robert O'Hare—*Vice President
O'Hare & Company*

9-G JAPANESE MANAGE- MENT STYLE: LESSONS FOR THE D/E MANAGER

Norman Bodek—*President DEMA*

9-H USING OCR FOR MORE EFFICIENT TRANSACTION PROCESSING

Steve Strickman—*President
Charter Data Products, Inc.*

9-I PORTABLE HANDHELD DATA TERMINALS

D. Gregory Kaelin—*Corporate
Director of Information Systems
Sav-A-Stop, Inc.*

How Sav-A-Stop, one of the nation's
largest user of portable wands,
brings data entry to the source.

9-J MINI-FORUM: CASE STUDIES

Data Entry Managers report on how
they reduce costs and improve
productivity and quality in their
operations.

12:30 LUNCHEON

2:00 GENERAL SESSION

THE KEY TO GETTING AND KEEPING TOP TALENT

John Wise—*Director of Marketing*

3:15 REFRESHMENT BREAK**3:45 CONCURRENT SESSIONS
3-A THE OFFICE OF THE FUTURE**

Michael Aldrich—*Managing Director*
Rediton Computers, Ltd.

**3-B COMMUNICATIONS—
GETTING THE MESSAGE
ACROSS**

Dr. Nora J. Sherman—*Consultant*
Sherman Enterprises
Explore Methods of overcoming barriers and tapping the subconscious and super-conscious.

**3-C INTEGRATING WORD
PROCESSING AND DATA
PROCESSING**

Fred Sawin—*Director of Marketing*
Nixdorf Corporation

**5:00-6:30 COCKTAIL RECEPTION
EQUIPMENT EXHIBIT OPENS****TUESDAY**

15TH

8:30-6:00 EQUIPMENT EXHIBIT**9:00 PANEL DISCUSSIONS****4-A EXECUTIVE FORUM—**

Computer industry executives offer their ideas for reducing costs and improving productivity and quality in data entry.

4-B PARTICIPATION PROGRAMS

Data entry managers who have installed incentive plans, quality control circles, and other programs which involve employees in solving company problems share their experiences.

4-C SOURCE DATA ENTRY

The tools for bringing data entry to its source—OCR, OMR, handprint, handheld terminals—and voice data entry—will be discussed.

Stress and fatigue are a common complaint of data entry operators. Here are some of the findings and solutions from a study into the problem.

5-J MINI-FORUM: CASE STUDIES

Data Entry Managers from the Lone Star Chapter report on how they reduce costs and improve productivity and quality in their operations.

12:00 LUNCHEON**1:30 CONCURRENT SESSIONS****6-A HOW TO USE OCR TO
INCREASE PRODUCTIVITY
AND IMPROVE ACCURACY**

William Smith—*Vice President-Systems Engineering*, Caere Corporation

**6-B QUALITY CONTROL
CIRCLES—THE OPERATOR AS
PROBLEM SOLVER**

Jeff Scanlan—*Editor*
Productivity, Inc.

**6-C PEOPLE BUILDING
THROUGH CAREER PATHING**

Regina Burke—*Vice President*
Punch City, Inc.

**6-D HARDWARE CONVERSIONS—
KEY-TO-DISC, OCR,
RJE**

Gregory J. Beary—*Supervisor*
Orange and Rockland Utilities

**6-E IMPROVING PRODUCTIVITY
THROUGH INCENTIVES,
TRAINING, AND PARTICIPATIVE
MANAGEMENT**

Susan Mann-Hammack—*Manager-*
Data Entry, Computer Sciences Corporation

How one company brought its operators up to an average of 15,000 strokes per hour.

**6-F COMPUTER ENTRY—WHY
NOT VOICE?**

Leon Lerman—*Consulting Scientist*
Lockheed Missile and Space Company

**6-G DISC-TO-DISC COMMUNICATIONS—
SYSTEM SECURITY
—DISASTER CONTROL AND
BACK-UP PROCEDURES FOR
KEY-TO-DISC AND
DISTRIBUTED**

S.F. (Dick) Dixon—*Supervisor-Input Control*, Lockheed California Company

**5-B PROGRAMMING FOR
PRODUCTIVITY**

Rita Miller—*Executive Vice President, Data Input Services Corporation*
Developing programming skills tailored to the needs of the data entry department.

3:00 REFRESHMENT BREAK**3:30 WORKSHOPS:**

New ideas for service bureaus
How to start a local chapter
Industry Workshops: Banking, Insurance, Transportation, Etc.

REGISTRATION

Registration fee includes classroom space, supplies, notebook, luncheon on all three days, coffee breaks, and a cocktail party on Monday. Travel and hotel costs are the responsibility of the attendee.

Registration Fee:

| | DEMA Members | | Non- Members* |
|---------------------------|---------------------|---------------------------|---------------------|
| Individual Fees: | \$300 | Individual Fees: | \$345 |
| Team Fees (3 or more): | \$270 per person | Team Fees (3 or more): | \$315 per person |

*The difference between member and non-member fees can be applied toward the \$55 annual membership at the time of registration.

A special spouse program is also available. Family members may attend the cocktail party and luncheons for a charge of \$60 per person.

The 5th Annual DEMA Conference will be held at Caesar's Palace, the most complete convention facility in Las Vegas. Top name entertainers, four gourmet restaurants, heated outdoor swimming pools, and tennis courts will make this conference enjoyable as well as educational.

Hotel space is limited, so please make your reservations early. You can make reservations directly by calling Caesar's Palace at (702) 731-7110. 3570 Las Vegas Boulevard South, Las Vegas, Nevada 89109. Please mention to the hotel that you are attending the DEMA conference to obtain the special rates.

Single Occupancy—\$55.00

Double Occupancy—\$58.00

Note: Reservations will be held until 6:00 P.M. unless accompanied by a deposit or company guarantee. Reservations MUST be received 21 days prior to opening date of convention.

DEMA

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Stamford, CT 06905
203-322-1166



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REGISTRATION CARD

Yes! Please register me for the 5th Annual Data Entry Management Conference, Las Vegas, September 14, 15, 16, 1981.

- ☐ \$300—DEMA member. You save \$45 with DEMA membership.
- ☐ \$345—Non-member
- ☐ \$355—Conference Fee and DEMA membership (includes \$55 annual membership fee).
Team Members (3 or more) receive a \$30 discount per person

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____ Tel. # _____

Also, please register the following Date Entry Professionals:

Name _____

Name _____

Make checks payable to DEMA, P.O. Box 3231, Stamford, CT 06905. For telephone reservations or information, call (203) 322-1166. Registration fees payable in U.S. funds.

5th Annual Data Entry Management Conference a



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DATA ENTRY MANAGEMENT ASSOCIATION
Caesar's Palace 3570 Las Vegas Blvd., South Las Vegas,
Nevada 89109 702-731-7110
SEPT. 14-16, 1981

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|-----------------------------------|---------|-----------------|-------------------|
| SINGLE OCCUPANCY (ONE PERSON) | \$55.00 | | |
| DOUBLE OCCUPANCY (TWO PERSONS) | \$58.00 | | |

NOTE: Reservations will be held until 6:00 P.M. unless accompanied by deposit or company guarantee. Reservations MUST be received 21 days prior to opening date of convention.



at Caesar's Palace, Las Vegas Sept. 14-15-16, 1981

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